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Employment

Associate Professor

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Department of Entrepreneurship and Relationship Management
University of Southern Denmark
Kolding
1. Jun 2016 → 30. Jun 2029

Associate Professor

Entrepreneurship and Organization
University of Southern Denmark
1. Jan 1998 → present

Research outputs

How to collaborate really well with practitioners

Di Benedetto, C. A., Lindgreen, A., Storgaard, M. & Clarke, A. H., 1. Oct 2019, In : *Industrial Marketing Management*. 82, p. 1-8

Co-creation Management at the municipality of Nyborg

Storgaard, M., 2018

SMV-rådgiveren som co-creator og facilitator

Rind Christensen, P., Nielsen, S. L., Storgaard, M. & Korsgaard, S., 2018, *Det Gode Råd*. Freytag, P. V., Klyver, K. & Storvang, P. (eds.). Kolding: Syddansk Universitetsforlag, p. 37-46 (CESFO Årsrapport, Vol. XXVII).

Rethinking Ethnocentrism in International Business Research

Michailova, S., Piekkari, R., Storgaard, M. & Tienari, J., 1. Nov 2017, In : *Global Strategy Journal*. 7, 4, p. 335-353

Co-creation Management project in the municipality of Nyborg

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Low-intensity conflict in multinational corporations

Lauring, J., Andersen, P. H., Storgaard, M. & Kragh, H., 2017, In : *Multinational Business Review*. 25, 1, p. 11-27

Virksomhedsintegreret forskning

Storgaard, M., 2017

Discursive Strategies for Legitimizing the Field of Strategic Design

Storgaard, M. & Sørensen, E. B., 2016, *The Proceedings of The XXVII ISPIM Conference 2016 Porto*. Porto, Portugal: ISPIM

En typologi for virksomheders designanvendelse

Jensen, S., Rind Christensen, P., Storgaard, M., Storvang, P., Hilligsø, B. K. & Mikkelsen, K. D., 12. Jan 2015, Kolding : Design to Innovate, 20 p. (D2i Working paper; No. 5).

Designkonsulenternes konkrete dilemmaer

Storgaard, M., Rind Christensen, P., Erichsen, P. G., Jensen, S., Storvang, P. & Mikkelsen, K. D., 2015, Syddansk Universitet: Design to Innovate, 11 p. (D2i; No. WP 09). (D2i Working paper; No. 9).

Socialt intraprenørskab: Designkonsulenter udfordrer og inspirerer til nytænkning

Storgaard, M., Rind Christensen, P., Erichsen, P. G., Jensen, S., Storvang, P. & Mikkelsen, K. D., 2015, Design to Innovate, 14 p. (D2i; No. 7).

Virksomhedernes organisering af designkompetencer

Rind Christensen, P., Jensen, S., Storgaard, M., Storvang, P. & Mikkelsen, K. D., 2015, Syddansk Universitet, Institut for Entreprenørskab & Relationsledelse, 28 p. (D2i Working paper; No. 8).

The design in business framework: A platform of mutual understanding and inspiration between designers and managers

Storgaard, M., Christensen, P. R., Jensen, S. & Storvang, P., 12. Sep 2014, *Design Management in an Era of Disruption: Proceedings of the 19th DMI: Academic Design Management Conference*. Bohemia, E., Rieple, A., Liedtka, J. & Cooper, R. (eds.). Design Management Institute, p. 2658-2675

The most public secret: Concealing and silencing ethnocentrism in the MNC

Storgaard, M., Tienari, J. & Piekkari, R., 1. Jul 2014, *Orchestration of the Global Network Organization*. Pedersen, T., Venzin, M., Devinney, T. M. & Tihanyi, L. (eds.). Emerald Group Publishing, Vol. 27. p. 191-212 (Advances in International Management).

Hvad sker der, når brugerne involveres? Et studie af brugernes rolle i mindre virksomheders design- og innovationsarbejde

Storvang, P., Mikkelsen, K. D., Rind Christensen, P., Jensen, S. & Storgaard, M., 2014, Syddansk Universitet: Design to Innovate, 19 p. (D2i Working paper; No. 11).

"Se det for dig": Visuel kommunikation i forandringsledelse

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Strategic designer competence framework: Towards new understandings of the foundational skills

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Måling af virksomhedernes designkapacitet og designpotentiale

Jensen, S., Christensen, P. R., Mikkelsen, K. D., Storgaard, M. & Storvang, P., 31. May 2013, Kolding: Syddansk Universitet. Institut for Entreprenørskab og Relationsledelse, p. 1-15, 15 p. (Design2innovate Working Paper; No. 01/2013).

Designkapaciteten i mindre danske virksomheder

Christensen, P. R., Jensen, S., Mikkelsen, K. D., Storgaard, M. & Storvang, P., 2013, *CESFO Årsrapport 2013*.

Facilitating Innovation through Design in a Danish context - a framework for design capacity

Storvang, P., Jensen, S., Christensen, P. R. & Storgaard, M., 2013, *Proceedings of the 2nd Cambridge Academic Design Management Conference, 4 – 5 September 2013: Selected as the conference best paper*. University of Cambridge, p. 337-350

Global tankegang kræver rummelighed

Lykke, P., 28. Dec 2012, In : Børsen Executive. p. 32-33 2 p.

Designing organizations with a global mindset

Storgaard, M. & Skovgaard Smith, I., Jun 2012

Choosing your battles wisely: Institutional sensitivity causing subsidiaries to refrain from powerstruggles

Storgaard, M. & Bjerregaard, T., 2012.

Design2innovate: Facilitering af design i mindre og mellemstore virksomheder

Jensen, S., Storang, P., Storgaard, M. & Rind Christensen, P., 2012, *CESFO - Center for Entreprenørskab og Småvirksomhedsforskning*. Freytag, P. V., Klyver, K. & Løwe Nielsen, S. (eds.). Kolding: Center for Småvirksomhedsforskning, Syddansk Universitet, Vol. Årsrapport 2012. p. 29-33 5 p. (CESFO rapportserie; No. XXVII).

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Bjerregaard, T. & Storgaard, M., 2012.

What are the consequences of perceived parent company arrogance?

Lauring, J., Andersen, P. H., Storgaard, M. & Kragh, H., 2012.

Lokale syn på globale horisonter: Et kritisk perspektiv på HQ's rolle i den globaliserende MNC

Storgaard, M., 2010, Aarhus: Aarhus School of Business, Aarhus University. 269 p. (Aarhus University. Ph.D.-thesis, Vol. 2010:9).